



www.thebostonchannel.com

**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

Billing Address:

**Media Strategies - VA**  
**Attention: Chris Vail**  
**9990 Lee Highway/#210**  
**Fairfax, VA 22030**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

DUPLICATE

## INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
936438-1	07/29/12	July 2012	06/25/12 - 07/29/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Warren/D/Senate	7/27-8/5	11470

Flight Dates	Order #	Alt Order #
07/27/12 - 08/05/12	936438	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	07/27/12	07/27/12	5a Eyeopener	5-6a	----1--	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----1-- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 07/27/12 5:24 AM 5a Eyeopener 5-6a :30 EW12-107 \$300.00 NM									
4	07/27/12	07/27/12	6a Eyeopener	558-7a	----1--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----1-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 07/27/12 6:38 AM 6a Eyeopener 558-7a :30 EW12-107 \$1,000.00 NM									
5	07/27/12	08/05/12	Good Morning America	658-9a	11111--	:30	5	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----2-- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB F 07/27/12 7:28 AM Good Morning America 658-9a :30 EW12-107 \$1,200.00 NM 1 WCVB F 07/27/12 7:55 AM Good Morning America 658-9a :30 EW12-107 \$1,200.00 NM									
6	07/28/12	07/29/12	6a Weekend Eyeopener	558-7a	-----11	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----11 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 07/28/12 6:50 AM 6a Weekend Eyeopener 558-7a :30 EW12-107 \$400.00 NM 2 WCVB Su 07/29/12 6:20 AM 6a Weekend Eyeopener 558-7a :30 EW12-107 \$400.00 NM									
8	07/29/12	07/29/12	8a Sun Wknd Eyeopener	Su 8-10a	-----1	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----1 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 07/29/12 8:42 AM 8a Sun Wknd Eyeopener Su 8-10a :30 EW12-107 \$400.00 NM									
11	07/27/12	07/27/12	The View	1058-12n	----1--	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----1-- 1 \$750.00									



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**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
936438-1	07/29/12	July 2012	06/25/12 - 07/29/12
Advertiser	Product	Estimate Number	
Warren/D/Senate	7/27-8/5	11470	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																								
11	07/27/12	07/27/12	The View	1058-12n	----1--	:30	1	\$750.00	NM																																																								
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>F</td><td>07/27/12</td><td>11:32 AM</td><td>The View</td><td>1058-12n</td><td>:30</td><td>EW12- 107</td><td>\$750.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	F	07/27/12	11:32 AM	The View	1058-12n	:30	EW12- 107	\$750.00	NM																																		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
1	WCVB	F	07/27/12	11:32 AM	The View	1058-12n	:30	EW12- 107	\$750.00	NM																																																							
16	07/27/12	07/27/12	ELLEN EF	4P-5P	----1--	:30	1	\$600.00	NM																																																								
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>07/23/12</td><td>07/29/12</td><td>----1--</td><td>1</td><td>\$600.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>F</td><td>07/27/12</td><td>4:31 PM</td><td>ELLEN EF</td><td>4P-5P</td><td>:30</td><td>EW12- 107</td><td>\$600.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/23/12	07/29/12	----1--	1	\$600.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	F	07/27/12	4:31 PM	ELLEN EF	4P-5P	:30	EW12- 107	\$600.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
	07/23/12	07/29/12	----1--	1	\$600.00																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
1	WCVB	F	07/27/12	4:31 PM	ELLEN EF	4P-5P	:30	EW12- 107	\$600.00	NM																																																							
18	07/27/12	07/27/12	Newscenter 5 at 5	5-6p	----2--	:30	2	\$1,000.00	NM																																																								
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>07/23/12</td><td>07/29/12</td><td>----2--</td><td>2</td><td>\$1,000.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>F</td><td>07/27/12</td><td>5:24 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>EW12- 107</td><td>\$1,000.00</td><td>NM</td></tr><tr><td>2</td><td>WCVB</td><td>F</td><td>07/27/12</td><td>5:37 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>EW12- 107</td><td>\$1,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/23/12	07/29/12	----2--	2	\$1,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	F	07/27/12	5:24 PM	Newscenter 5 at 5	5-6p	:30	EW12- 107	\$1,000.00	NM	2	WCVB	F	07/27/12	5:37 PM	Newscenter 5 at 5	5-6p	:30	EW12- 107	\$1,000.00	NM											
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
	07/23/12	07/29/12	----2--	2	\$1,000.00																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
1	WCVB	F	07/27/12	5:24 PM	Newscenter 5 at 5	5-6p	:30	EW12- 107	\$1,000.00	NM																																																							
2	WCVB	F	07/27/12	5:37 PM	Newscenter 5 at 5	5-6p	:30	EW12- 107	\$1,000.00	NM																																																							
20	07/27/12	07/27/12	Newscenter 5 at 6	6-630p	----1--	:30	1	\$1,400.00	NM																																																								
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>07/23/12</td><td>07/29/12</td><td>----1--</td><td>1</td><td>\$1,400.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>F</td><td>07/27/12</td><td>6:27 PM</td><td>Newscenter 5 at 6</td><td>6-630p</td><td>:30</td><td>EW12- 107</td><td>\$1,400.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/23/12	07/29/12	----1--	1	\$1,400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	F	07/27/12	6:27 PM	Newscenter 5 at 6	6-630p	:30	EW12- 107	\$1,400.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
	07/23/12	07/29/12	----1--	1	\$1,400.00																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
1	WCVB	F	07/27/12	6:27 PM	Newscenter 5 at 6	6-630p	:30	EW12- 107	\$1,400.00	NM																																																							
21	07/27/12	08/05/12	6p News Weekend	6-630p	-----11	:30	2	\$400.00	NM																																																								
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>07/23/12</td><td>07/29/12</td><td>-----11</td><td>2</td><td>\$400.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>Sa</td><td>07/28/12</td><td>6:25 PM</td><td>6p News Weekend</td><td>6-630p</td><td>:30</td><td>EW12- 107</td><td>\$400.00</td><td>NM</td></tr><tr><td>2</td><td>WCVB</td><td>Su</td><td>07/29/12</td><td>6:23 PM</td><td>6p News Weekend</td><td>6-630p</td><td>:30</td><td>EW12- 107</td><td>\$400.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/23/12	07/29/12	-----11	2	\$400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	Sa	07/28/12	6:25 PM	6p News Weekend	6-630p	:30	EW12- 107	\$400.00	NM	2	WCVB	Su	07/29/12	6:23 PM	6p News Weekend	6-630p	:30	EW12- 107	\$400.00	NM											
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
	07/23/12	07/29/12	-----11	2	\$400.00																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
1	WCVB	Sa	07/28/12	6:25 PM	6p News Weekend	6-630p	:30	EW12- 107	\$400.00	NM																																																							
2	WCVB	Su	07/29/12	6:23 PM	6p News Weekend	6-630p	:30	EW12- 107	\$400.00	NM																																																							
23	07/27/12	07/27/12	Chronicle	728-8p	----1--	:30	1	\$900.00	NM																																																								
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>07/23/12</td><td>07/29/12</td><td>----1--</td><td>1</td><td>\$900.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>F</td><td>07/27/12</td><td>7:52 PM</td><td>Chronicle</td><td>728-8p</td><td>:30</td><td>EW12- 107</td><td>\$900.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/23/12	07/29/12	----1--	1	\$900.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	F	07/27/12	7:52 PM	Chronicle	728-8p	:30	EW12- 107	\$900.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
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1	WCVB	F	07/27/12	7:52 PM	Chronicle	728-8p	:30	EW12- 107	\$900.00	NM																																																							
26	07/27/12	07/29/12	Newscenter 5 at 11	11-1130p	----111	:30	3	\$1,800.00	NM																																																								
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
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1	WCVB	F	07/27/12	11:28 PM	Newscenter 5 at 11	11-1130p	:30	EW12- 107	\$1,800.00	NM																																																							
2	WCVB	Sa	07/28/12	11:22 PM	Newscenter 5 at 11	11-1130p	:30	EW12- 107	\$1,800.00	NM																																																							
3	WCVB	Su	07/29/12	11:22 PM	Newscenter 5 at 11	11-1130p	:30	EW12- 107	\$1,800.00	NM																																																							
27	07/27/12	08/05/12	Nightline	1135p-1206a	11111--	:30	5	\$450.00	NM																																																								
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>07/23/12</td><td>07/29/12</td><td>11111--</td><td>1</td><td>\$450.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>F</td><td>07/27/12</td><td>12:02 AM</td><td>Nightline</td><td>1135p-1206a</td><td>:30</td><td>EW12- 107</td><td>\$450.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/23/12	07/29/12	11111--	1	\$450.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	F	07/27/12	12:02 AM	Nightline	1135p-1206a	:30	EW12- 107	\$450.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
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Total Spots 19



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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Warren/D/Senate	7/27-8/5	11470	

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$17,200.00</b>
<u>Agency Commission</u>	<b>\$2,580.00</b>
<u>Net Amount Due</u>	<b>\$14,620.00</b>